IndieCade Exhibit to Showcase Tiltfactor Laboratory's ZOMBIEPOX at 2012 Electronic Entertainment Expo

Tiltfactor Laboratory is pleased to announce that ZOMBIEPOX™ has been selected for the IndieCade showcase at the 2012 annual Electronic Entertainment Expo (E3) trade show at the Los Angeles Convention Center from June 5th to June 7th. E3 is presented by the Entertainment Software Association (ESA) and is the world's premier trade show for video game and related industries, with last year's attendance peaking at 46,800.

IndieCade, known as "the video game industry's Sundance," supports and showcases new works within the emerging independent game movement. IndieCade encourages, publicizes, and cultivates innovation and artistry in interactive media, helping to create a public perception of games as rich, diverse, artistic, and culturally significant.

"I'm delighted that IndieCade has taken a liking to our zombies!" Tiltfactor founder and director, Mary Flanagan, noted about the selection. "IndieCade is the best independent game festival out there. We're part of a historic movement. Good games are beautiful systems, and as we've shown in our research, they're also amazing learning tools."

ZOMBIEPOX is an evolution of POX: SAVE THE PEOPLE®, which was originally conceived as a game of disease control that came out of a partnership with the Mascoma Valley Health Initiative (http://mvhi.org) to stop the spread of misinformation concerning the effects of vaccination.

Previous research at Tiltfactor has found that players can apply concepts and systems thinking learned through playing POX: SAVE THE PEOPLE to problems outside the game. Currently, Tiltfactor is conducting research to examine the gameplay and learning outcomes of ZOMBIEPOX and how the zombie narrative compares with the original POX: SAVE THE PEOPLE game.

For all press and organizational inquiries, please contact us at contact@tiltfactor.org or at 603-646-1007.

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